

ABSTRACT OF THE DISCLOSURE

An audience information collecting system includes an audience terminal installed at each seat in a venue. A personal information reading unit reads personal information of an audience member from a storage medium having stored thereon beforehand the personal information. The audience terminal receives provided information transmitted from an information collecting unit connected to a network. A provided information output unit outputs the received information. A response information input unit inputs predetermined response information given by the audience member in response to the provided information, and the response information is transmitted. The information collecting unit receives the response information and the personal information. A compiler compiles the received information.